We gore...

...score

... explore

... deplore

...and ignore

THE SPY WHO LOVED ME

PUNK WHAT ROCK HAPPEN

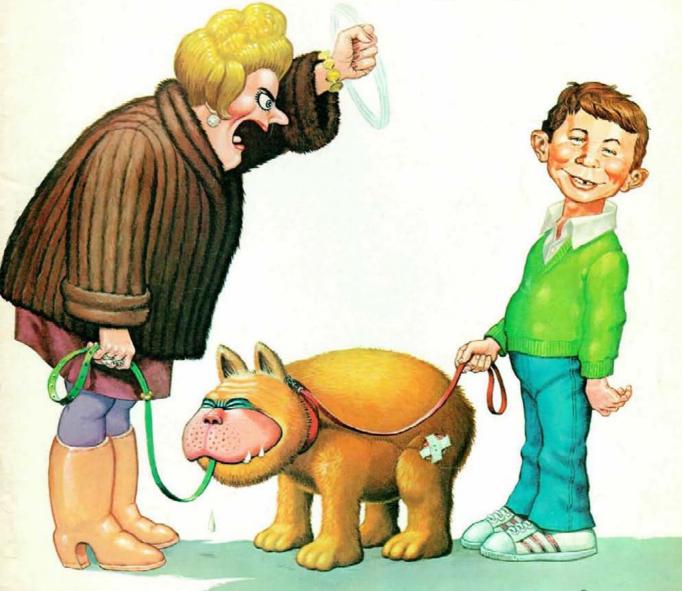
COMMERCIALS

DONNY & MARIE

No. 199 June '78



60c CHEAP

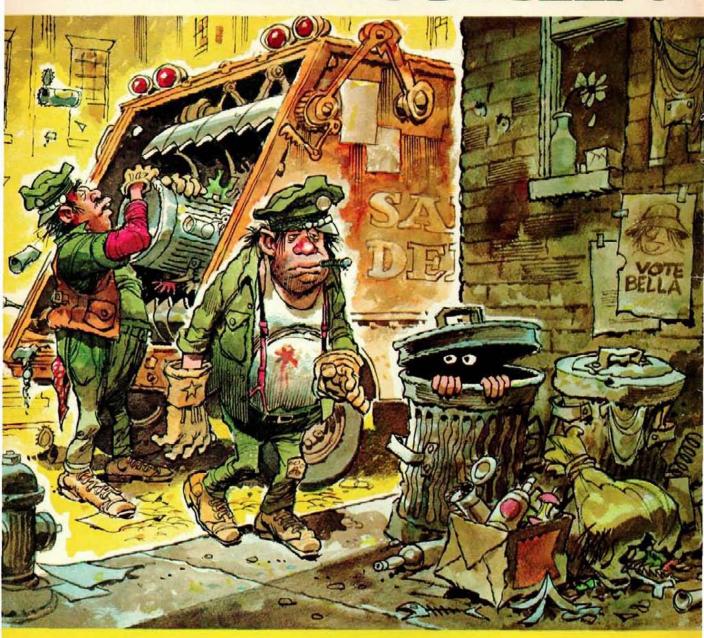








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# IN ALD

"A successful man is a clod just like you who worked harder!" ...—Alfred E. Neuman

WILLIAM M. GAINES publisher ALBERT B. FELDSTEIN editor

JOHN PUTNAM art director LEONARD BRENNER production JERRY De FUCCIO, NICK MEGLIN associate editors

JACK ALBERT lawsuits
GLORIA ORLANDO, CELIA MORELLI,
DAVID FRAZIER subscriptions

CONTRIBUTING ARTISTS AND WRITERS the usual gang of idiots

#### **DEPARTMENTS**

DEI AITIMEITIO	
BERG'S-EYE VIEW DEPARTMENT The Lighter Side Of Danger	26
BLACK-SLIDING DEPARTMENT "What Happened?" (A MAD TV Show Satire)	43
BUCK SHOT DEPARTMENT Where Your Dollar Goes	34
One Morning In A Prison Tower One Afternoon Down On A Farm One Evening In A Bus Station	31
ECCH-CESS BAGGAGE DEPARTMENT We Could Sure Do Without	38
HERE THEY SATDEPARTMENT A MAD Look At Some Legendary Commodes	40
LETTERS DEPARTMENT Random Samplings Of Reader Mail	2
MARGINAL THINKING DEPARTMENT "Drawn-Out Dramas" By Aragonés	
OFF THE WALL DEPARTMENT Apartment House Bulletin Board	
PERPLEXI-TEASE DEPARTMENT Some MAD Things We'll Never Understand	21
PUTTING OUT THE BOND FIRE DEPARTMENT "The Spy Who Glubbed Me" (A MAD Movie Satire)	4
SCHLOCK 'N' ROLL DEPARTMENT  MAD's "Punk Rock Group Of The Year"	17
SWITCH PITCH DEPARTMENT Surprise TV Commercials	12
TWIN SCREWS DEPARTMENT MAD's Real Life Catch-22s	32
UP CHORES DEPARTMENT	15

\*\*Various Places Around The Magazine

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is a coincidence.

VITAL FEATURES

THE SPY WHO GLUBBED ME Pg. 4





MAD'S SURPRISE TV COMMERCIALS Pg. 12

PUNK ROCK GROUP OF THE YEAR Pg. 17





THE LIGHTER SIDE OF DANGER Pg. 26

EXAMPLES OF SOME REAL-LIFE CATCH-22'S Pg. 32





"WHAT HAPPENED?" (A TV SHOW SATIRE) Pg. 43



#### THE WHITE HOUSE FOLLIES OF 1977

Hoorah! for MAD on "The White House Follies Of '77." I live in the South and stand behind President Carter 100%, but it was funny anyway. Susan Parry Raleigh, N.C.

"MAD Musicals," such as your greatest Jacobs-Drucker score, "White House Follies Of 1977," add another dimension to MAD reading; mainly, trying to stay in tune while laughing! Robert Cyruli Teaneck, N.J.

"The White House Follies Of 1977" has made me think about giving up my subscription to Time and subscribe to MAD instead. After all, where else can I sing about the Washington news?

Richard M. Hybner St. Michael's College Winooski, Vermont

The "Carter Follies" was hilariously silly, but not as much as the real Carter Administration.

Byron Walden Frankfort, Ky.

#### CAUSE CELEBRE

How come you mock movie stars, TV producers, doctors, and the President's Cabinet? Jeff Sabo Buffalo, N.Y.

Because our readers wouldn't know who we're talking about if we mocked ordinary clods...like you!—Ed.

#### DON MARTIN STICKS BY HIS GUNS

Don Martin is consistently inaccurate whenever he draws a South American firing squad sequence. We don't use those old guns and uniforms any more. We import them, brand new, from the U.S.A.

Néstor Otazo La Paz, Bolivia South America

# YOURS...ABSOLUTELY FREE!

Yessiree! These full-color pertraits of Alfred E. Neuman, MAD's "What-Me Worry?" kid ... suitable for framing, wrapping fish or training pupples ... come in an envelope that's yours—absolutely free! Unfortunately, the portrait will cost you 35¢ for one, 75¢ for 3, \$1.85 for 9, \$3.15 for 27 or \$6.35 for 81. Mail money to: MAD, 485 MADIson Avenue, N.Y., N.Y. 10022



#### "IN SEARCH OF ... " MOVIE

"In Search Of..." was the masterpiece of the issue. Lou Silverstone's script was excellent and even Davis's amazing "third gear drawing" accentuated the slap-dash way those rip-off films are made.

Timothy O. Lane Baldwin Park, Calif.

"Big Tush" is alive and teaching English in my school!

D. M. (name withheld) Silver Spring, Md.

I suppose now Leonard Nimoy will be "In Search Of..." another job!

David Schmidt Hockessin, Del.

"Big Tush" is the living end! J. Justin Kramer Dryden, Mich.

#### THE LIGHTER SIDE OF AIR

I don't mean to get technical with something meant to be humorous, but Dave Berg's "The Lighter Side Of Air" has a fellow washing his face and complaining about a lack of paper towels. The nozzle on most air dryers I've seen can be turned up to aim air at the face.

Frank A. Mazurek Ithaca, N.Y.

Nozzletov!-Ed.

## INSTRUCTIONS FOR THINGS THAT NEED INSTRUCTIONS

You have created articles that, without a doubt, belong in the MAD Hall of Fame. "Instructions For Things That Need Instructions," by Tom Koch and Bob Clarke, is another deserving entry to that "shrine"!

Roseann Brown Chicago, Ill.

I laughed out loud when I read your 'Instructions..." article. The one about the Zenitz TV was so true! We bought a Z over three years ago, and it's called a "portable," but two grown men got hernias trying to lift it! Barbara Lee Bakersfield, Calif.

I needed instructions to read, "Instructions For Things That Need Instructions"! Kathy Weisner Poughkeepsie, N.Y.

You forgot to include "Instructions..." for obtaining best results from reading MAD. David L. Klees Newton Centre, Mass.

#### A MAD LOOK AT "STAR WARS"

I like it when Aragonés does a followup on a big movie you've already treated in a previous issue, It's like popping a fresh piece of gum into the wad!

Laurie Pevey Houston, Texas

Sergio Aragonés's segue from bar scene to water closet, in "A MAD Look At Star Wars," was beguiling comic "relief"! Lukas Jaeger

Brooklyn, N.Y.

#### ROMANCE-LOVE-RELATIONSHIP BOOK

I'd like to add my own observation to "MAD's 'Romance-Love-Relationship' Book," by Coker and Jacobs. It's Romance when you take her to a fancy restaurant. It's Love when you tell her that money is no object. It's a Relationship when you give her the check.

Mike Schofield Bethlehem, N.J.

#### LITTLE HOUSE OH, SO DREARY

"Little House Oh, So Dreary" might give a false impression about the TV show it's based on. After the lively wake-up job De Bartolo and Torres did on it, new viewers are liable to expect something funny and engaging in the tube version, too!

Ralph Pizza

Your "Little House Oh, So Dreary" really took me back to those "frontier days" and made me grateful I wasn't around then! David Lippman

Lake Ronkonkoma, N.Y.

I can't believe it! Dick De Bartolo and Angelo Torres made it through "Little House On The Prairie" without once referring to Michael Landon as "Little Joe." Such satirical discipline!

> Stephen Rowe Staten Island, N.Y.

Ellenville, N.Y.

#### THE NECESSITY OF JAFFEE'S INVENTIONS

Al Jaffee is my very favorite artist and writer of all time. He excels in his works of inventions and gadgets, I especially enjoyed his ingenuity in his "MAD Book Of Magic." Please force him to put out an original paperback of inventions.

Cheryl Komenaka Honolulu, Hawaii

No sooner said than done, Cheryl! Just cast your eyes to the ad at the right!—Ed.

#### "RAPUNZEL" BY DON MARTIN

I read Don Martin's equine "Rapunzel" on your back cover, A truly revolting case of mistaken identity! You have to say this though, it's a good way to stop the habit of licking your lips!

Jim Owens Bellevue, Nebr.

The second frame of "Rapunzel" makes it difficult to suppose (because of the small size of the tower) that it was even physically possible for the horse to turn around 180°, enabling it to stick its head out the window as shown in the fourth frame. Please be so kind as to inform me if I was your only reader to so interpret this cartoon.

Thomas Vondracek Ottsville, Pa.

No, two horses also wrote in!-Ed.

It was great horseplay and gave me a real horselaugh! DeAnne Kay Franklin Lakes, New Jersey

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## INVENTIVE GENIUS...

... is what it takes to write a hilariously funny book like this! And inventive genius is what it takes to call a book like this hilariously funny! But seriously, if you've been thrilled by all the hilariously funny inventions that modern science has brought you... like "D.D.T.", "Germ Warfare", "Fast Foods" and "Saturday Night Specials"... you will really flip over the wonders that unfold in this all-original book! But before these wonders unfold, you must unfold your wallet and pay for it! Because the hilariously funny invention of the "Free Book" isn't with us yet!



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Dr. Jekyll & Mr. MAD
Steaming MAD
☐ MAD At You
☐ The Vintage MAD
☐ Hooked On MAD
☐ The Cuckoo MAD
☐ The Medicine MAD
Hooked On MAD The Cuckoo MAD The Medicine MAD AMAD Scramble Swinging MAD MAD Overhoard
Swinging MAD
MAD Overboard
DON MARTIN Steps Out
DON MARTIN Bounces Back
OON MARTIN Drops 13 Stories
DON MARTIN's Captain Klutz
Li bon mantin a Captain Mutz

AL JAFFEE'S MAD INVENTIONS

	DON MARTIN Comes On Strong
	DON MARTIN Carries On
	DON MARTIN Steps Further Out
	DON MARTIN Forges Ahead
	DAVE BERG Looks at the U.S.A.
	DAVE BERG Looks at People
	DAVE BERG Looks at People DAVE BERG Looks at Things
	DAVE BERG Modern Thinking
	DAVE BERG Our Sick World
	DAVE BERGS Looks at Living
Oli Cil	DAVE BERG Looks Around
	DAVE BERG Looks Around DAVE BERG Loving Look
	The All-New SPY vs. SPY
	SPY vs. SPY Follow Up File
	3rd MAD Dossier of SPY vs. SPY
	4th MAD Classified SPY vs. SPY
	A MAD Look at Old Movies
	Return of MAD Old Movies
	MAD-Vertising
	A MAD Look at TV
	A MAD Guide to Leisure Time
	AL JAFFEE's Snappy Answers
MAD Stew	

DON MARTIN Cooks

AL JAFFEE's MAD Book of Magic
More AL JAFFEE's Snappy Answer
AL JAFFEE's Monstrosities
Still More JAFFEE Snappy Answer
Aragones's "Vivi MAD"
Aragones's MAD About MAD
☐ Aragones's MAD-ly Yours
☐ Aragones's In MAD We Trust
Aragones's MAD As the Devil
☐ Aragones's Incurably MAD
☐ MAD for Better or Verse
Sing Along With MAD
☐ MAD About Sports
☐ MAD's Talking Stamps
☐ More MAD About Sports
MAD Word Power
☐ The MAD Jumble Book
Politically MAD
MAD Cradle to Grave Primer
☐ The MAD Book of Revenge
History Gone MAD
MAD's Turned-On Zoo
Clods' Letters To MAD

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### HERE WE GO WITH MAD'S VERSION OF THE LATEST "DAMES BONG" IDIOCY TO HIT



YOUR LOCAL MOVIE THEATER, AN UNDERWATER SPECTACULAR WHICH WE CALL...

# THE SPY WHO GLUBBED ME

ARTIST: MORT DRUCKER

WRITER: DICK DE BARTOLO

Hmmm! I get the impression I'm being followed, since I'm 50 miles from civilization, and there are six skiers forty feet behind me!



This should take care of them! I certainly do RELISH the fact that I'm a HOT DOG skier!

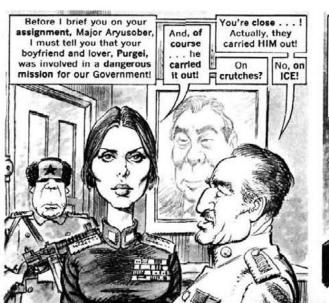
Hmmm! My good looks are only exceeded by my wit . . . and my skiing ability is only exceeded by the fact that I just skiied off the side of this mountain!



Now watch the surprise on everyone's face when they see my backpack contains a parachute made from the British flag!

Now watch the surprise on MY face when I realize I accidentally put on the backpack that contains my galoshes . . . !





This map our But how can that be?! agent turned up matches The only two people perfectly! It who see these charts are the Commander of means someone has access to the Royal Navy, and the guy in the Five & the courses of Dime who makes our our nuclear submarines! photocopies for us! MARSEILLES

No, we NEVER let HIM see it! How far!

AND, of course, the













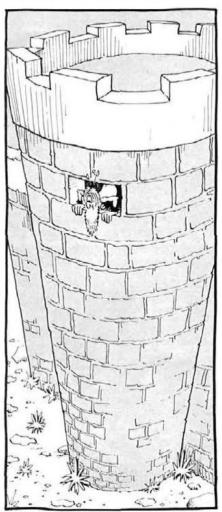
DON MARTIN DEPT, PART

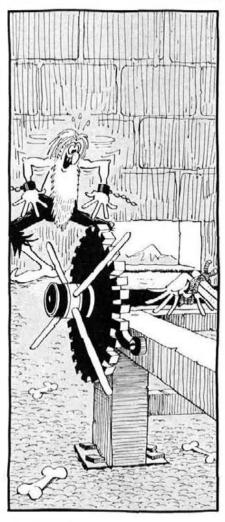
# ONE MORNING IN A PRISON TOWER

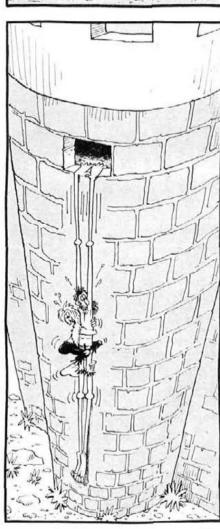








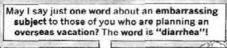




#### SWITCH PITCH DEPT.

There are two things wrong with TV Commercials. They're stupid . . . and they're boring. The stupid part we can't do anything about because they're created by stupid people. The boring part is easy to fix. TV Commercials are boring because they're so utterly predictable. After watching for a few seconds, we know exactly what each one is going to say when it finally gets to the point. MAD, however, feels that TV Commercials really do not have to be dull and boring. Advertisers might do well to have us quessing rather than to have us asleep. And they can do that with

# SURF



I know you hate to talk about it, but you'd hate having your trip ruined by it even more!





Lawd-a-mercy, I don't

think either one will

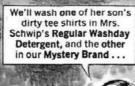
clean that ground-in

gook from li'l Bernie's



I'm here at the Laundromat in Palo Basso, Ohio, to conduct a Detergent Comparison Test with Mrs. Roxie Schwip, the







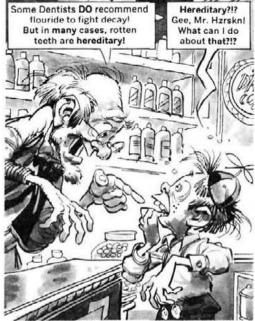
## 30 MINUTES LATER...

Okay, Mrs. Schwip's . . . let's take a look at both shirts . .

# ASS TELEVISION TO THE BY DET STONY AGE.

See how easy it is for someone





Not a thing, Booby! So you might as well enjoy yourself while you still have your teeth! Chew "DOUBLE-ROT GUM" . . . the gum with more sugar per stick than any other brand!!



That's why you should

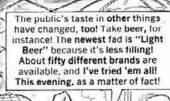






Hi! I'm Mickey Spitoon, the former

best-selling writer of books that

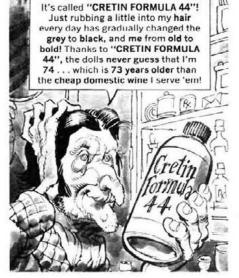


















#### UP CHORES DEPT.

Once their children are on their own, more women than ever today are beginning to think in terms of new careers for themselves. But after 20 years or so of being Housewives and Mothers, what kind of qualifications and experience can women offer potential employers? Well, we'll tell you: Plenty! F'rinstance, this example of

# A JOB RESUMÉ FOR AN AVERAGE HOUSEWIFE

WRITER: LARRY SIEGEL

IDEA BY: MARY SARAZIN TIMMONS

Polly Drudge 123 Family Way Surburbia, Ohio 12345 Telephone: 555-4321

#### CAREER OBJECTIVE

Vice-President and Comptroller of a medium-sized Midwestern textile firm.

#### ALTERNATE CAREER OBJECTIVE

Anything that'll get me out of the God-damn house!

#### EXPERIENCE

Title

Job Description

Systems Analyst and Waste Manager For 10 years inspected and changed two smelly children who resisted toilet training (including seven years of advanced experience with particularly difficult third child).

Animal Husbandry Expert

For 19 years tolerated kinky demands in bed by uncivilized weirdo.

Market Research

Toured and checked hundreds of supermarkets in fruitless (and meatless) search for food priced to fit a family budget. (My family, not Jackie Onassis'!)

Plant Manager

Took care of, watered, fed, and talked to 27 plants over eight year period. Reason for resignation: 11 of the plants talked back.

Interior Decorator

Re-arranged furniture 27 times to conceal spots on carpet in family room where three kids grew up, and five dogs threw up.

Traffic Manager

Drove three kids to school, Scout meetings, parties, on dates, delivering newspapers, etc. (In fact they didn't learn to walk until they were 16; they didn't have to!)

Over



#### Title

#### Job Description

Labor Organizer Woke up, helped dress, pacified, and

gave smelling salts to woozy husband prior to hospital trips when expect-

ing children.

Electrical Engineer Vast experience in engineering varied

men who read light meters into basement, and away from my bedroom.

Creative Arts Director Rescued family cat 14 times from be-

coming part of wall-to-wall play dough splotched design motif. (Not as lucky with dog, who was glued to ceiling

with epoxy!)

Television Repairs Expert Constantly cared for and effectively

treated my nauseous, queasy stomach after hours of undue exposure to moronic afternoon game shows and sickening

soap operas.

Domestic Relations

Counselor

19 years experience appeasing finicky maids by cleaning up messy house before they arrived, then cleaning up messy house after they got through cleaning out liquor cabinet.

Import-Export Manager

Bringing in food, taking out garbage, and threatening to eliminate middleman by feeding food additives and other wholesome poisons to family.

#### PERSONAL

Education: College graduate; majored in Physics.

Value of Education

In Current Life:

Have been giving physics to my family

for years.

Health: Strong as a horse; last physical, 1976,

by Philip Armstrong, Doctor of Veterinary

Medicine.

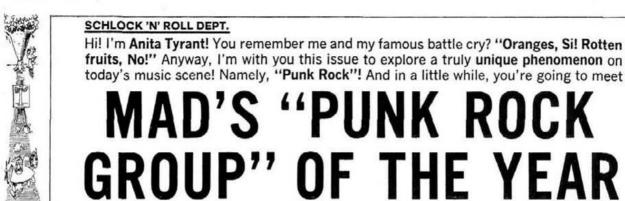
General Appearance: Stooped, looped, and pooped.

Hobbies: Yelling, nagging, and a lot of fainting.

#### REFERENCES

Available on request from important members of my community who know me best (i.e., Otto, gas station attendant; Goldie, Exchange Desk, local department store; Dan, supermarket carry-out boy; etc.)

































Well, that Sob . . . sob! Isn't it wraps up that act. beautiful. Mr. Rakeoff! Anita! The I guess, for boys always you, it's wanted a back to the simple and old drawing dignified board! funeral!

No, it's back to the old airport! I've got a new Punk Rock group coming in from Uganda that'll blow your mind! They're called "Calvin And The Cannibals" ... and they've got a finale you won't believe!!

PERPLEXI-TEASE DEPT.

# SOME MAD THINGS WE'LL NEVER UNDER-STAND

'ARTIST: JACK RICKARD WRITER: STAN HART

#### WE'LL NEVER UNDERSTAND WHY...



. . . the State pays \$15,000 a year to feed, clothe and house a criminal . . .



while the victim's family gets nothing.

#### WE'LL NEVER UNDERSTAND WHY...



... you leave a measly quarter tip for the waiter in a luncheonette ...



who makes as many trips as the waiter in a fancy restaurant you tip two bucks.

#### WE'LL NEVER UNDERSTAND WHY...



... a man can get undressed in front of his wife, and not be embarrassed ...



and he can get undressed in front of his doctor, and not be embarrassed . . .



but he'll be embarrassed when he gets undressed in front of both of them.

### WE'LL NEVER UNDERSTAND WHY...



... no matter what city or town you're driving in when you stop for a light . . .



... the guy in the next car is always picking his nose.

# WE'LL NEVER UNDERSTAND WHY.

. . . the doctor's nurse will give you a specific time for an appointment . . .

#### WE'LL NEVER UNDERSTAND WHY...



... you look okay in a regular mirror ...



but you look like hell in a 3-way mirror.

## WE'LL NEVER UNDERSTAND WHY.



. important letters get lost . . .

### WE'LL NEVER UNDERSTAND WHY...



... people who complain about the commercialization of everything . . .



will wear fun tee shirts with commercial messages on them.

## WE'LL NEVER UNDERSTAND WHY.



... someone who works hard to become a famous celebrity and be recognized . . .



but when you show up on time, there are always four or five people ahead of you.

### WE'LL NEVER UNDERSTAND WHY...



. . . dog and cat lovers hate the killing of unwanted animals . . .



yet let their dogs and cats run free to make all those unwanted animals.

## WE'LL NEVER UNDERSTAND WHY...



while junk mail never does.



. . you want your best friend to succeed . . .



... but when he does, you feel depressed.

### WE'LL NEVER UNDERSTAND WHY...



complains bitterly, when she finally makes it, that she has no privacy.



... the U.S. Government permits the sale of arms to other countries . . .



then sends emissaries all over the world to try and stop the fighting.

If you want to find out what life is like in an apartment house, it's not necessary to talk to the door-

# APARTMENT HOU

E COPIES YOU WAIT

RY'S

VICE

OCOPY

WE MAK WHILE

HAR P.HOT

SER

action nteed

orchard Street : 555-8976

\$100.00 REWARD!

FOR ANY INFORMATION LEADING TO RECOVERY OF THESE ITEMS STOLEN LAST WEEK FROM MY APARTMENT

Satis A Sony 19" Trinitron TV A Pioneer 520 Stereo System with two speakers

Telephon A GE AM-FM Clock Radio

🚜 A Bulova watch with silver band

FOR SALE CHEAP!

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PIONEER 520 STEREO WITH TWO SPEAKERS \$ BULOVA WATCH WITH \$

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I'VE GOT X7 18 62 RABBITS TO GIVE AWAY

BOBBY SMITHERS APT. 15-H

Mr. Geoffrey Fortesque (apt 150) would very much like to meet the woman whose lace biking parties somehow wound up in his laundry while using the basemen washer and dryer on Wednesday last.

The monthly insetting of the building anti-crime committee will not be held this month due to its chairman, Wilfred Smeet GRI still lying in critical condition following the armed robbery during last month's meeting.

man or the tenants. Simply make your way to the place where folks pin up their messages, namely the . . .

# BULLETIN BOARD

DEA BY: T. PEPLINSKI

5

0

0

0

ARE YOU THE FORGETFUL TYPE?

If so, you can benefit by enrolling in my new, 6-week Memory Course. When you're through, you'll forget nothing and remember everything!

For cost and complete information please dial this number:

MUST GET RID OF MY

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My biforals
Will pay reward
to person who
eturns them
Groves
home Them

Mrs. Leona Wickwine wishes to announce that she is coming out of seclusion after a 45-day mourning period following the death of her Poodle

Donald and Maureen Snyder (117)

and

Peter and Iris Fleeble (9K)

wish to announce that they
have sivapped mates, and as of
the first of the month

Donald and Peter will be living in 117

and Maureen and Inst in 9K









BERG'S-EYE VIEW DEPT.

Boy . . . I'm

# THE LIGHTER SIDE OF...

I hate to rush





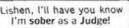


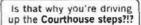


You're too drunk to drive!

Who'sh too drive to drunk?! I only had one or two li'l Martoonis!

It's dangerous to drive while you're under the influence of alcohol! Your judgment and your reflexes are way off . . . and you do wild, crazy things! Lishen, I'll have you know I'm sober as a Judge!

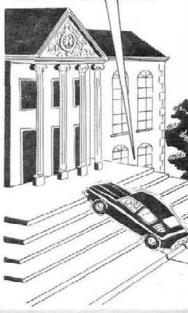












# 

ARTIST & WRITER: DAVID BERG

Just where do you think YOU'RE going?

Over to Harold's house!

On a skateboard?! After it gave you all that trouble?!

One little wipe out is trouble??



Yes! One little wipe out is trouble!! Besides . . . what, may I ask, is so all-fired important about going to Harold's house??



I want him to sign my cast!









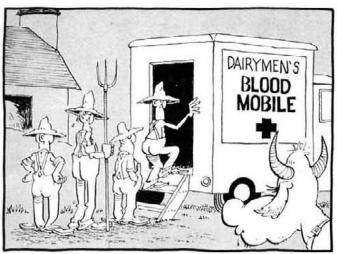


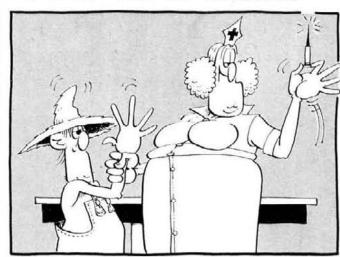




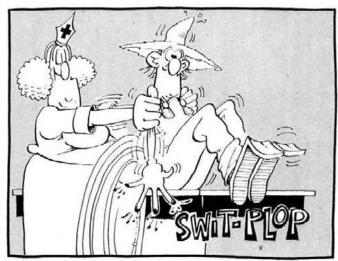


# ONE AFTERNOON DOWN ON A FARM













#### TWIN SCREWS DEPT.

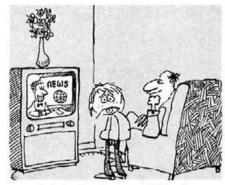
"Catch-22" was a best-selling book that later was made into a successful movie. In case you didn't read the book or see the movie, it was about an Air Force bombardier who doesn't want to fly any more dangerous missions. Since there is an Air Force regulation which states that if you're insane, you can't fly, our

# MAD'S REAL-LI

ARTIST: SERGIO ARAGONES



You can't watch TV until you finish all your homework . . .



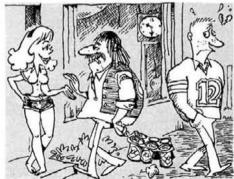
. . . but by the time you finish all your homework, your favorite shows are over.



You're given permission to have the gang over for a party, but you're not allowed to have beer . . .



That great-looking cheerleader won't go out with you unless you're on the football team . . .



... but if you make the team, you have an early curfew, and she won't go out with guys who have to sign in at 11:00 o'clock.



You're threatened with Summer School if you don't pass all your subjects . . .



Your favorite team signs several free agents for a couple of million bucks . . .



. . . but in order to pay for them, they raise the ticket prices, so now you can't afford to see your favorite team play.



Your Dad says you can stay out as late as you want on weekends if you get straight A's . . .

hero tells his shrink that he's crazy and therefore, according to regulations, he doesn't have to fly. But there's a catch—Catch-22—which states that if you don't want to fly dangerous missions, it proves you're sane . . . and therefore, you have to keep flying! All of which is our roundabout way of introducing . . .

# FE "CATCH-22's"

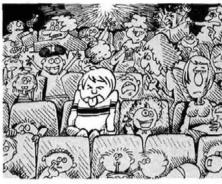
WRITER: LOU SILVERSTONE



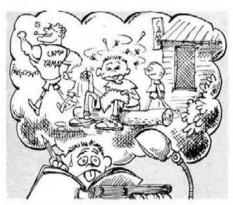
. . . and if there's no beer, the gang won't come to your party.



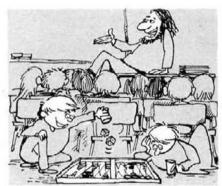
If you're over 12, you have to pay an adult admission price at the movies . . .



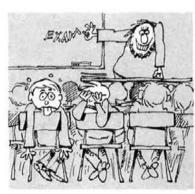
. . . but because you're under 18, you're only allowed to see boring "kid" movies.



. . . but if you do pass, you'll have to go to Summer Camp . . . which is worse.



You have one of those cool teachers who doesn't take attendance, and doesn't care if you show up for his lectures or not . . .



. . . but if he springs a surprise quiz on the class, and you're not there . . . you get a big fat zero.



. . . but if you get straight A's, none of the guys will ask you out because you're obviously a brain.



If you want dessert, you have to finish your broccoli first . . .



. . . but if you eat all your broccoli, you're sure to barf, and you won't want any dessert.

#### BUCK SHOT DEPT.

Hey, big spender! Do you really know where every penny of your hard-earned (or conned, in the case of a weekly allowance) buck goes? Of course not! So pay attention! We're gonna show you! And if you think *Economics* was dull, wait till you start reading—



## WHERE YOUR ENTERTAINMENT DOL

MOVIES

**19**c

Consisting of: 5¢ to the theater owner (which would be more if he provided a place to stand that wasn't out in the rain, or had his theater cleaned once a month); 10¢ to stars and studios (to help recoup investments in past bombs); 4¢ to the stars' agents (for no reason any grown-up person can understand).

POPCORN

80

Although Popcorn should be classified as a "food" instead of entertainment, it qualifies because of the fun you have trying to get the smell of rancid butter off your hands and lips for the next six days! DRIVE-IN MOVIES

69

This includes the bill from the owner for the speaker you ripped off when you forgot to remove it as you drove away! BOOKS

80

This amount applies to "books bought," not "books read." For "books read" the amount is about 2¢!

MAGAZINES

9с

This amount applies to "magazines bought," not "magazines read." For "magazines read," the amount is 21¢, if you can tolerate the store owner shouling, "This ain't a library!"

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## WHERE YOUR SHELTER DOLLAR GC

MORTGAGE

12¢

When you pay off the mortgage in 30 years, the house will be all yours—but it'll only be worth half what you put into it because no one will want a run-down old house!

TAXES

70

Your tax money pays for Fire, Police and Sanitation services! It also pays for Congressmen's sex services! TELEPHONE

90

The family's teenagers are responsible for most of this cost! And the cost skyrockets even higher when they have to stay home from school because "their throats hurt them"!

HOUSE REPAIRS

80

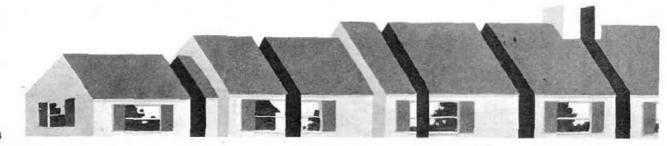
It is well worth getting someone to do the house repair jobs! If family members attempt to do them, add 24¢ for doctor bills! CLEANING

90

A kid's room must be cleaned at least once a week so the parents can find valuables in the pile of clothes on the floor . . . namely their kid! AIR CONDITIONING

80

This isn't electric air conditioning... but "incense" air conditioning, so the parents can't tell what the kids have been smoking in their rooms!





### UR DOLLAR

WRITER: STAN HART

#### LAR GOES

BOWLING

10c

Despite the popular misconception that today's kids just hang around bowling alleys and get into trouble, they also , and get into trouble!

BOWLING MEDICAL COSTS

This covers the costs of back doctors or hernia operations when you try to impress a girlfriend how fast you can throw a ball—or try to impress a boyfriend that you're a real "regular fellow"!

ROCK CONCERTS

This may seem high until you realize that the cost of a Rock Concert also covers the performer's bills from his ear doctor and his legal fees from his battle with the U.S. Immigration Department. REFRESHMENT AT ROCK CONCERTS

hc

This is optional! You need not buy your own retreshments! Just take a deep breath and you can cash in on everyone else's refreshments!

**GETTING OUT** OF JAIL

Obviously. Rock fans aren't the only ones who attend Rock Concerts!

**AMUSEMENT** PARKS

This includes admissions to rides, and the cleaning bill after you vomit all over yourself on the Rollar Coaster!

MADMIT

ADMIT

ADMIT ONE

ES

ELECTRICITY

This may seem high, but how are the kids expected to see well at Noon unless all the lights in the house are on?!

PLUMBING REPAIRS

Results from kids trying to learn if their Snoopy dolls can shoot the rapids in the toilet bowl!

TELEVISION REPAIRS

When these are necessary, the Mother . . . who watches TV all day long . . . blames the kids who watch it all night long!

UPHOLSTERY REPAIRS

, to cover holes burned in sofa while the kids are smashed on cheap wine! Also to cover holes burned in sofa while the parents are smashed on expensive wine!

DISHWASHER REPAIRS

This occurs often, like when the parents return from a week-end vacation to find the dishes piled up in the sink to the ceiling, and they figure the dishwasher must be broken, only it isn't!

INSURANCE

This is needless and costly expense! In most American homes, everyone would be happier if the damn things burned down and each family member was free to run away and be by himself anyway!

#### WHERE YOUR MEDICAL DOLLAR G

OFFICE

80

Includes cost of occasionally reupholstering the 35-year-old sofa and cleaning the carpet once every seventeen years! RECEPTIONIST

90

A high priced job only for qualified person with special talent for booking three, four or more patients for the same exact time! NURSE

80

Includes cost of special brush-up training course on how NOT to find a vein with an old, dull hypodermic needle! EQUIPMENT

60

This would be much higher if only the doctor could bring himself to discard those old hypodermic needles!

ANSWERING SERVICE

80

Includes the cost of the hypnotist who wipes out the Answering Service operator's memory for names, dates places and facts!

MALPRACTICE

120

Insurance companies are bloodsuckers, charging so much! Then again, they wouldn't have to charge so much il doctors didn't screw up so badly and lose malpractice cases!



#### WHERE YOUR FOOD DOLLAR

ARME

70

is plenty for someone who just plays around in dirt all day long! ADDITIVES

50

The stuff that makes your food look great and your X-ray look awfu!! LEGAL COSTS

80

To fight the Food and Drug Administration over the use of all those harmful additives!

PACKAGING

90

... including high-priced Designers and expensive—but useless—packaging materials!

ADVERTISING

140

You love your TV shows? Guess who pays for them! That's okay with you? Now guess who pays for the ones you hate as well! LEGAL COSTS

**7**c

To fight the Federal Trade Commission over false and misleading advertising claims



#### WHERE YOUR TRANSPORTATION D

**CAR PAYMENTS** 

**12**¢

The easy way to buy a car! Only trouble is, by the time you finish paying the car off, it's ready for the junk yard! GAS AND OIL

**7**c

This item could be reduced a lot if you could just find a girlfriend that lives at the bottom of a hill! REPAIRS

10c

This figure includes 4¢ for initial repair and 6¢ for taking it to another mechanic to undo the Job done by the first butcher! OVERSIZED TIRES

90

If you drive on these "conventional" tires, all your friends will laugh at you! It's a small price to pay to avoid humiliation! TRAFFIC TICKETS

80

It takes a while to find out that all those posted speed limit signs aren't just roadside eye charts! CLEANING

70

For getting them ground-in pizza, hamburger, taco and ice cream stains out of the upholstery!



#### OES

MEDICAL CONVENTIONS

90

Important for meeting other doctors to exchange information on 1ee-splitting! Also, for doing research on hanky panky while the wives aren't looking!

CONSULTATIONS

**10**c

When a doctor doesn't know what he's doing, he calls in another doctor for a consultation! So why not go to the second doctor in the first place?!? Who says HE knows what he's doing?! COVERAGE WHILE ON VACATION

90

This may seem like a low amount, but then, how much does a kid just out of Medical School get? And then again, how much does he know?! RECREATION

110

You wouldn't want your doctor to be "All work and no play!" would you? Three days in the office and four days at "The Club" is about average for most M.D.'s!

CONTRIBUTIONS TO THE A.M.A.

10c

... to help support a lobby in Washington fighting any National Health Plan that might assure good treatment for all, regardless of their ability to pay!



#### GOES

TRUCKING

**6**c

Someone has to pay for the trucks that clog our highways and jam up our streets! TEAMSTERS PENSION FUND

70

Did you ever see an OLD Truck Driver? Listen . . . he deserves to live it up a little, too! OFFICIALS OF TEAMSTERS PENSION FUND

110

Did you ever see an OLD Teamster Official? Of course not! They're all behind the walls of their mansions, or behind the curtains of their Rolls Royces! SUPERMARKET PROFITS

**5**c

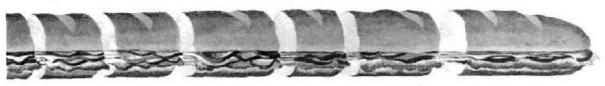
... Modest enough ... considering they make high-speed shopping so convenient! SUPERMARKET PROFITS

90

The amount those Supermarkets cheat you out of with their efficient, highspeed checkouts! Not so modest! MISCELLANEOUS

120

That junk food—Meetos, Greetos, Bing Bongs, Wing Wangs—that just sit there rotting on your shelves, but which you buy over and over and over again!



#### **OLLAR GOES**

INSURANCE

90

Rates may be higher if you are (a) man under 25 (b) a woman under 25 (c) neither of the above or (d) all of the above! CASSETTE TAPES

10c

A sound investment! You can play The Led Zepelin so loud, you won't hear your parents complain about your driving when you give them a lift!

NEW PAINT JOB

**8**c

If you do the job yourself, add 12¢, since you'll give up halfway through and take it to Earl Scheib, who'll charge you extra for getting off the paint you put on! **BUS FARES** 

**7**c

An item that must be shown, even though no teenager will ever admit haying taken a bus! COST OF GETTING EXACT CHANGE

130

To get on a bus, you need the exact change! So you have to buy a candy bar or a magazine! That averages out to the above amount per transportation dollar! ECCH-CESS BAGGAGE DEPT.

### WE COULD SURE

RTIST: BOB JONES

... people who hire you to babysit, and have nothing but health food in the refrigerator.



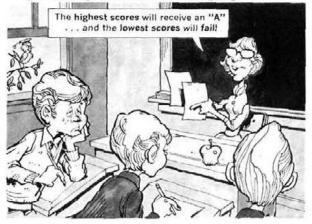
... clods who go to X-rated movies and read porno mags, and then act shocked when a celebrity is interviewed by Playboy.



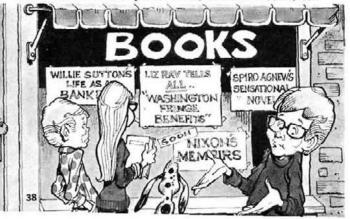
. . . customers on your paper route who tell you to come back tomorrow when you're collecting.



... teachers who grade exams on a curve, thereby guaranteeing that a lot of kids are going to flunk.



... books written by ex-hookers who worked for politicians, crooks who once held public office, ex-bank robbers, etc.



... teachers who keep the class to the last second so you can't get a seat on the bus.



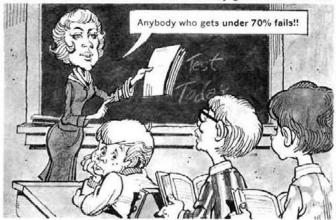
### DO WITHOUT...

WRITER: LOU SILVERSTONE

. . . those idiotic nature films that are promoted on TV, and you're dragged to see every Christmas Holiday.



... teachers who grade exams by percentage, thereby insuring that even more kids wll flunk than if they graded on a curve.



... teachers who strike for more money, and then complain when their classrooms are overcrowded.



... politicians who think that saying prayers is going to solve the problems in our schools.



... dinks who remind the teacher that she forgot to collect the homework.



... frustrated super-jock fathers who expect their sons to be the great athletes that they never were.



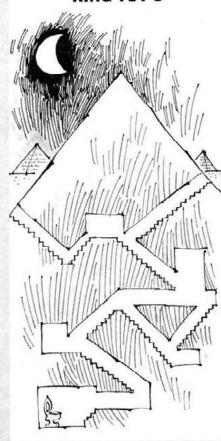
HERE THEY SAT... DEPT.

# A MAD LOOK AT... SOME LEGER

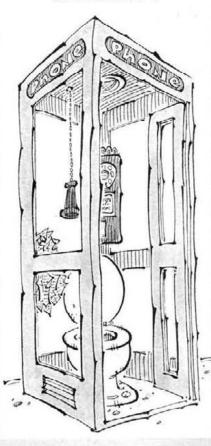
DRACULA'S



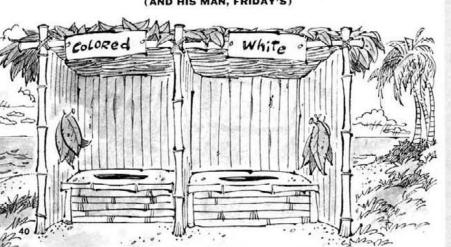
KING TUT'S



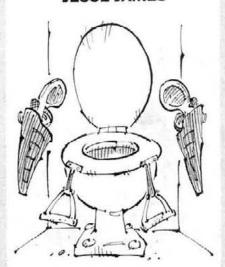
SUPERMAN'S



ROBINSON CRUSOE'S (AND HIS MAN, FRIDAY'S)

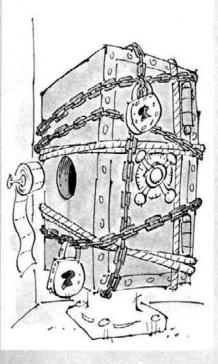


JESSE JAMES'



# RY COMMODES PETER PORGES

#### **HOUDINI'S**



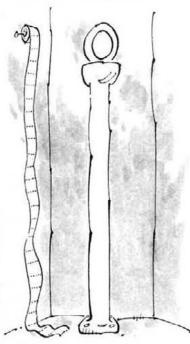
**ROBIN HOOD'S** 

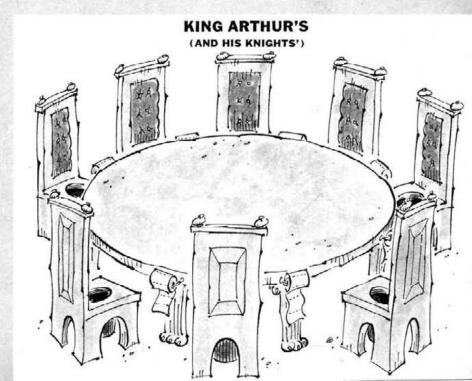


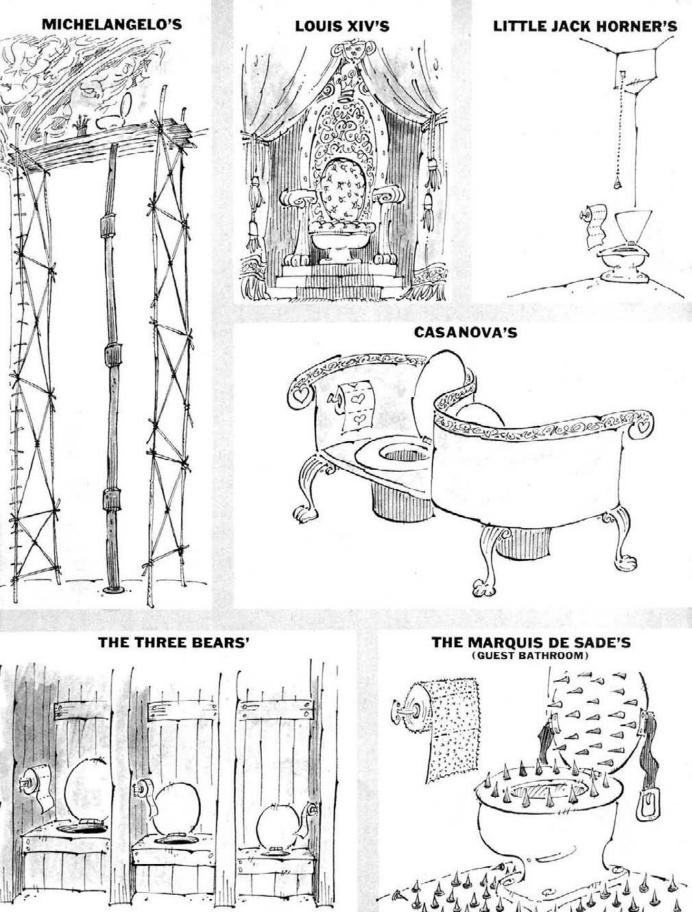
RONALD McDONALD'S



DADDY LONG LEGS'







#### Poor survice

#### THERE'S A POPULAR TV SHOW ABOUT A CLEAN-CUT TEENAGER, HIS WISECRACKING SISTER AND HIS IDIOTIC BUDDIES WHO SPEND MOST OF THEIR TIME HANGING OUT IN A DINER...

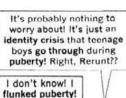


## WHAT HAPPENED?











I have this

hang-up!

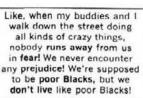
You don't

need a

Psychologist!

What I'm not color blind! It's just color that nobody I know ACTS Black! is Nobody talks funky, or walks cool! Fonzie acts more Black this apple? than we do, and he's White!!





Well, you don't live like poor Whites, either! It has nothing to do with race! It's just that today's TV Network mentality believes that EVERYBODY . . . regardless of race, religion or national origin, lives like 1950's middle-class Whites!

Tell me.

what's

Rahs



what you have to do is establish your Black identity! The best way to do that is to trace your Black ROOTS! I'll speak to your Teacher and see she assigns it for homework!

Homework?! Hey, I was just putting you on! I got no problem! Look how cool I'm walking! Dyn-o-mite! Jive, baby! Groovy! My main man!!





It's a waste of time looking for

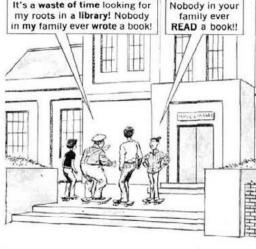




I think it's I'm sorry time we had a little talk! . but I I'll explain have to the facts of find out life to you! where I

I know that stuff! I'm talking about

Will you explain them to ME?! I flunked SEX





Ti it





DON MARTIN DEPT. PART III

### ONE EVENING IN A BUS STATION









WHERE ARE
SOME VERY
SUCCESSFUL
ACTORS
COMING FROM
LATELY?

### MAD FOLD-IN

Actors come from a variety of places, such as neighborhood theaters, summer stock, local TV, repertory companies, etc. But lately, actors are coming from a really unique place. To find out what that place is, fold in page as shown.



A

**FOLD THIS SECTION OVER LEFT** 

B FOLD BACK SO "A" MEETS "B"



ARTIST & WRITER:

THESPIANS TODAY ARE PLAYING EVERYTHING...FROM
MACBETH TO LITTLE ORPHAN ANNIE. WHEN SPOTLIGHTS SHINE
SHOW FOLKS WORK TIRELESSLY UNTIL THEY REACH THE TOP

A)

### ONE NIGHT IN THE CITY







ARTIST: JACK DAVIS



WRITER: AL JAFFEE



